

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.



MARKETING MANAGER

WHO WE ARE

For nearly 5 million people with diabetes in the UK, there's no day off. At Diabetes UK, we fight day in, day out for better care, treatment and support. We won't stop until diabetes can do no harm. With more people than ever living with diabetes and millions more at risk of developing type 2, our work has never been more needed.

We can't do any of this without you. Our staff are passionate and determined about helping everyone affected by diabetes. For over 85 years, they've been behind vital policy changes, as well as new treatments and technologies to make living with diabetes easier every day. But there's more to do. And you can be part of it.

We're a really diverse bunch and we recognise and respect your value as an individual.

As well as helping people with diabetes, you'll be part of one of the top 30 Best UK Charities to Work For, and one of the top 75 Best Large Companies in London.

We're committed to protecting and promoting the welfare of children and adults at risk, and we need our staff and volunteers to support this.

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.



JOB DESCRIPTION

Role title: Marketing Manager

Contract type: Permanent

Hours: 35 (full-time)

Band: 5

Key relationships (internal and external):

Internal: Strategic Marketing, Brand & Creative, Content & News, wider comms colleagues across our National & Regional teams, Policy, Campaigns & Mobilisation, Services, Local Impact, Research Comms, Healthcare Engagement, Insight & Analysis, Data, Finance

External: Agencies, Freelancers and Suppliers.

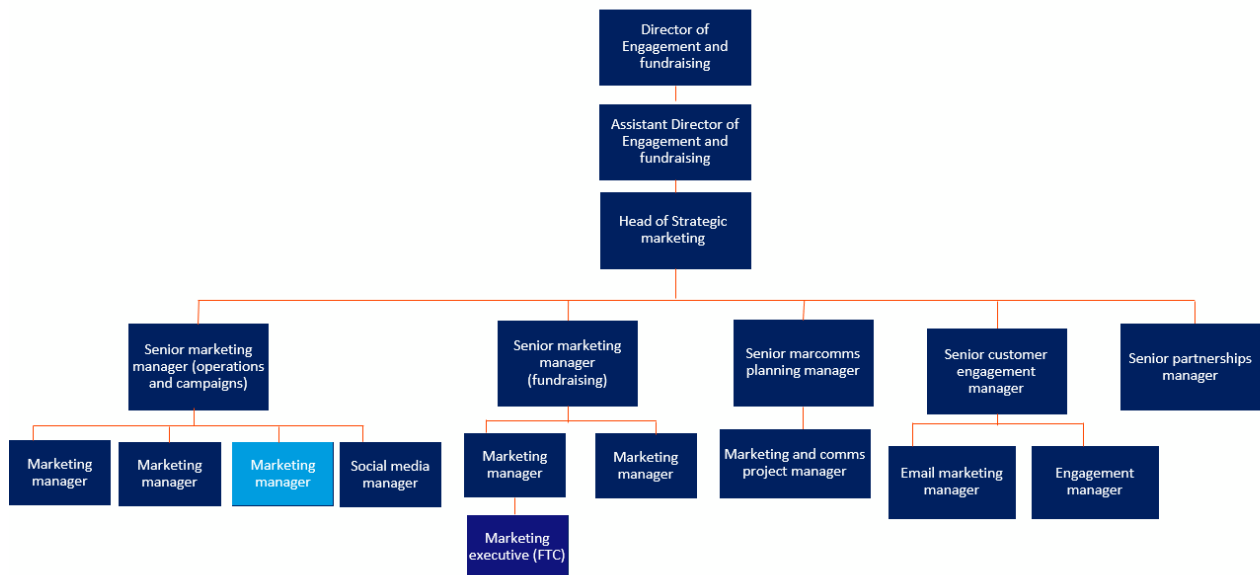
The role directly reports to the Senior Marketing Manager.

Key focus of the role:

Delivering impactful, multi-channel, audience-led communications and campaigns, this role is pivotal in supporting our engagement, campaigning and brand awareness goals.

Directorate and team

This role sits in the [Strategic Marketing Team](#) in the [Engagement and Fundraising directorate](#).



Main responsibilities

In this exciting role, you'll be responsible for developing and delivering impactful, creative marketing strategies and campaigns to reach, engage, support, and build meaningful long-term relationships with our supporters and beneficiaries (including key healthcare professional audiences). You'll work closely with colleagues across the charity to deliver our ambitious plans to support more people living with diabetes, campaign for better care, and fund life-changing research into new treatments and technologies.

The key responsibilities of this role will be to:

- Plan, deliver and evaluate integrated, multi-channel marketing campaigns, ensuring they are audience and insight led, and delivered to a high standard.

- Deliver campaigns across a wide range of online and offline marketing channels/platforms, which could include paid social, search, email, out of home, TV and radio
- Develop owned and earned channel plans, working closely with internal teams including the social media manager and email marketing manager
- Lead a Marketing & Communications delivery team for key projects, ensuring campaigns are delivered to specific objectives, budgets and timings.
- Complete timely evaluations and share learnings and insight with the wider team and organisation.
- Build strong working relationships with internal and external stakeholders, which may include freelancers and media agencies, and regional comms teams
- Brief internal design team to deliver effective creative assets to use across marketing campaigns
- Keep up to date with new marketing trends and opportunities to ensure we are able to proactively respond to shifting external context.
- Support the Senior Marketing Manager in any other areas, as required.

Person specification

You will be able to:

- Plan, deliver and evaluate engaging multi-channel marketing campaigns for key services, products, and campaigns for both public and healthcare professional audiences.
- Use marketing data and audience insight to make informed decisions when planning campaigns, ensuring that the needs and views of people affected by diabetes are at the heart of our work
- Effectively lead Marketing & Communications delivery teams, ensuring roles and responsibilities are clear and deadlines are adhered to
- Be proactive in suggesting ideas to improve performance, such as creative, channel or audience optimisations

- Write engaging copy for different audiences and channels, including paid social and search
- Communicate effectively and build strong working relationships with a range of internal and external stakeholders
- Produce clear briefs for agencies, designers, and the data selections team to support campaigns when required
- Manage your time efficiently and effectively prioritise workload, delivering projects and tasks on time, and to a high standard
- Champion best marketing practice across the organisation, providing training and insight to improve charity-wide marketing knowledge and expertise

You will have experience in:

- Delivering creative multichannel, end-to-end marketing campaigns, working across a wide range of channels and techniques from digital to offline
- Working closely with internal and external key stakeholders (including agencies)
- Using insight and data to produce well-thought out and engaging onward journeys
- The charity sector, either through previous paid work experience or volunteering (desirable)

You will have skills in:

- Project management, ensuring campaigns are effectively delivered on time and to budget. (Experience using project management tools such as Monday would be desirable)
- Copywriting for a range of marketing channels and communications, including paid search and paid social channels
- Planning and prioritising effectively when managing multiple projects or deadlines at once
- Setting up, managing and evaluating paid marketing campaigns across digital channels – this may include Google, Facebook/Instagram and TikTok

- Interpreting and using audience insight and campaign data to make informed decisions when planning, optimising and evaluating campaigns, including the use of Google Analytics / GA4 to evaluate campaign performance
- Building and sending emails in email marketing platforms such as DotDigital (desirable, not essential)

You will have knowledge of:

- Marketing techniques across a range of channels/platforms, including paid, owned and earned (digital and offline).
- The wider marketing landscape and context, and some of the key challenges and opportunities which might impact our work and campaigns at Diabetes UK.
- Best marketing practice, including data compliance
- The key components in successfully driving engagement with products, services and campaigns for a specific target audience (desirable)

The best person for this job will be (behaviours):

- A positive, resourceful strategic thinker, passionate about delivering impactful campaigns to drive change and grow income.
- Flexible, organised, disciplined, and able to prioritise workload effectively.
- Able to work independently, but also enjoys working as part of a team
- Proactive in spotting and seizing opportunities, and showing initiative in finding solutions to challenges
- Excited about the prospect of working for an ambitious diabetes charity
- Eager to support the Senior Marketing Manager in delivering impactful marketing campaigns

Qualifications/professional membership (if applicable):

- None required – however we would be interested to hear if you have any relevant marketing qualifications

BENEFITS

We know you do more than just work. And that means you might be a parent, carer, friend, volunteer or partner.

We want to make sure that we can help you create a good balance between work and the other parts of your life.

And one way we do that is with the benefits we offer you.



Annual Leave

We want to make sure you get time off to rest and relax. So, all full-time permanent employees get 25 days off a year, with bank holidays on top of this.



Connected Working

We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.



Pension

We enrol everyone into our pension, and all new colleagues joining us will get information on the pension scheme. We make an employer contribution of at least 5%.



Healthcare

Our cash healthcare plan allows you to claim back the cost of regular health appointments and treatment, like the dentist and optician.



Learning and Development

We help you to continually develop and achieve your careers goals, including offering a wide range of training, which happens throughout the year.



Gym membership

We have a gym membership discount through our cash healthcare provider. You can use this at a wide variety of gyms around the UK.

Get in touch

Email recruitment@diabetes.org.uk

Call **0345 123 2399**

Visit diabetes.org.uk

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

